George W. Mull 3-29-52
449 - 29th St.
Hermosa Beach, Calif.

5c PER COPY VOL. 5—NO. 42-A JOSHUA TREE, SAN BERNARDINO COUNTY, CALIFORNIA SATURDAY, JULY 8, 1950

Latest Rumor on Section 13 Dept.

JUST TO PROVE THAT WE'RE NOT KIDDING ABOUT THE LONG, MYSTERIOUS SECTION NO. 13, WE'RE PRINTING A SPECIAL EDITION, SPONSORED BY THE DEVELOPERS, LAS CASITAS CORPORATION. THAT THERE IS MORE TO IT THAN A SECTION NUMBER ON THE MAP WE'RE REVEALING IN THIS ISSUE. READ THE STORY!

SPECIAL EDITION!

SECTION NO. 13—For several months we've been printing rumors. You've asked, wheedled, gossiped—in fact the local public has tried about everything but bribery. Now it's out.... Not a submarine base, not a government sponsored uranium project, not a munitions factory or atomic energy plant. ALL YEAR LUXURY LIVING is coming to Joshua Tree.

For years a place at the beach was considered THE thing for those who wanted the ultimate in vacation pleasure. Before long the beaches were so crowded and so commercialized that relaxation there was virtually impossible.

Next came the mountain craze. Those who wanted to "get away from it all" had retreats in the "High and Windy's." Soon the hot dog stands and night clubs were there, too.

Finally someone discovered the desert, and many luxurious sweat-baths popped up throughout the low-lands.

But there were other people who still wanted relaxation amid really comfortable surroundings, and our "high desert" development started.

Here we have mountain beauty combined with the wonderful desert climate. Here we enjoy clear dry air and yet an abundance of good water. Here proper zoning guarantees exclusively residential properties.

Now the Joshua Desert climate, its scenic beauty and its wonderful water—can be part of the "vacation-home" for those who want the ultimate in comfort.

Hutch Sez:

"WE MAY HAVE A POOR SENSE OF HUMOR, BUT WE HAVE A FINE SENSE OF RUMOR." '

— Adger Hutchinson

Our Desert's Growing!
Keep Up With the Latest

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The JOSHUA JOURNAL
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JOSHUA JOURNAL

GATEWAY TO THE JOSHUA TREE NATIONAL MONUMENT

Published Weekly in the Interest of the Most Livable and Fastest Growing Area of the Great American Desert

Weekly News Review of the Joshua Monument Desert Covering Morongo Valley, Pioneertown, Paradise Valley, Joshua Tree, Sunfair, Indian Cove, Yucca Valley, and Twentynine Palms.

Journal changes Publication Day

Editorial

It is hoped that our new publication date is a change for the better. Although we don't promise any radical changes in our editorials, the new date may affect our mental balance so that we can think more clearly. Publishing on Saturday will give us a chance to relax over the week-end and put us in a more amiable frame of mind for the new week's work. In addition, getting our linotype closer to home-base will give us more time, speed up publication. We're grateful to The Desert Sun for offering their facilities to our benefit.

In regards to our full page promotional advertisement of the Joshua Monument Desert, that we printed the first edition of last week, we hope that the idea is appealing to you and future residents of the valley. We'll print a full page blurb each week, telling people about our most liveable place, but we need your cooperation. Send us names and addresses so we can send free copies to people who haven't yet heard about our wonderful desert.

JOURNAL ADS PAY DIVIDENDS

Saturday Becomes Journal Day

JOSHUA TREE—With this special issue of The Joshua Journal we take pleasure in announcing a new publication date. Heretofore, Wednesday has been the day that we published, but due to a change in linotype source we necessarily had to push publication up three days.

This change, however, is one for the better, we hope, since we only have to drive to Palm Springs for our linotype work, where it is being done for us by The Desert Sun. It also gives us a new news sheet to put on the stands for the week-end visitors, and gives The Journal staff a better chance to get news copy assembled before press time.

DEADLINE, THURSDAY NOON:

Change of publication date also means change of deadline. We're setting deadline at Thursday noon but would appreciate news as early in the week as possible. Any super-special news may come in before 5 p.m.

Mail copies of The Journal will be in the postoffice in Joshua Tree before noon Saturday, and subscribers should be able to pick up their copies with their morning mail. Morongo Valley will get their copies in the afternoon. Out of town subscribers on Monday.

Forest-Brush Fire Reportedly Ended by Man-Made Rain

JOSHUA TREE—According to early Thursday morning radio reports heard here, the forest and brush fire that had been burning since last Thursday on the eastern slopes of the San Gorgonio mountain range, was put out by seeding of clouds with dry ice. Bob Symons, California Electric Power Co. pilot, seeded the clouds formed by the rising moisture. Initial reports were that the venture was not successful, but never-the-less, rain followed the experiment some time after and the fire is reported to be extinguished.

Coincidently in connection with the rain, radio weather reports from Phoenix, Arizona reported a tropical storm off the coast of Mexico that was moving in towards Southern California and Arizona. Whether or not this storm arrived to augment the man-made rain is problematical. However rain fell in abundance over the Joshua Monument Desert late Wednesday night and much of Thursday to bring an end to a long drouth period which robbed the desert of its usual spring foliage and flowers.

A cloudburst up Mission Canyon and on the burned out slopes of Gorgonio sent streams of water through Devil's Garden and washed out sections of the highway leading into Morongo Valley. Highway Dept. crews were making quick repairs Thursday.

Legion Celebration

YUCCA VALLEY—One of the most enjoyable 4th of July celebrations that has been sponsored by the local American Legion Post was held this week at the Legion building in Yucca Valley. A bang-up entertainment program that included even the fire-works kept audiences constantly amused from noon until late at night.

Many individuals contributed to the program and included such acts as Indian dancing, motion pictures, comedy, singing and dancing. All talent was donated and showed up where we least expected it. We didn't know that Rex Hamilton could even sing. Cooperation from many other organizations helped to make the program a success; there was talent from outside sources, even.

A fine dinner, served by the ladies of the Auxiliary, was naturally the highlight of the day's program. During the late afternoon and evening there was dancing with music furnished by Mac Macfarland, Flora Davis, Art Woods and Mr. Foster.

(Due to lack of space in this issue we will have to reserve a more detailed story for next week.)—Ed.

YES, THIS DESERT HAS A LOT TO OFFER . . .

We have year-round sunshine, sparkling-clear dry air, and plenty of good water. Our mountains offer an abundance of scenic beauty. But above all else, the Desert means a different way of living . . . . a complete informality.

We who live here enjoy it . . . some of us, for that matter, owe our very existence to this health-giving climate. And we really LIKE the place.

We've started a movement that will acquaint more people with our way of life. First, for those who never visited the "High-Desert," we extend a cordial welcome. Spend a week-end or two up here and you'll probably be as enthused about it as we are, Secondly, for those who already know what we're talking about, WE'RE PROVING THAT DESERT LIVING AND A DESERT HOME NEED NOT BE BEYOND ORDINARY BUDGETS.

Thus we have the DESERT DEVELOPMENT ASSOCIATION, a group of year-round desert residents putting coordinated effort behind a three point program:

1.) ..THE PROMOTION OF INTEREST IN THIS WAY OF LIVING, AND DEVELOPMENT OF OUR DESERT COMMUNITIES.

2.) ..THE ENCOURAGEMENT OF REAL DESERT ARCHITECTURE. Traditional eastern and mid-western housing facilities just don't permit real enjoyment of the "Desert-Feeling." Desert homes should be designed and built to take advantage of the desert . . . . NOT TO SHUT IT OUT!

3.) THE ELIMINATION OF THE WASTE—AND EXCESSIVE COSTS FACTORS IN HOME-BUILDING. By putting home-building costs on a sensible plane we can help our desert communities grow, and make desert living available to more of those people who want it! ....

All who are interested in this program can help assure its success. The following residents of the JOSHUA MONUMENT DESERT AREA have already expressed their interest and demonstrated their coopration:

JESS RICE—Electrician.
RAY REES—Painter.
RUSTY ORR—Plumber
MARGARET BAIR—Decorator.
SAM FRY—Carpenter.
FRED, JESS & PAUL MARBLE,
(Masonry, Wiring and Plumbing.)
ED HARDESTY—Tile Floors.
HARRY WHEELER—Well Drilling.
CHUCK BROWN—Construction Laborer
AL COLLINS—Carpenter.
JOE WAGNER—Concrete and Plumbing.
DAVE SMITH—Painter, Decorator.
T. C. FALLS—Roofing.

Our desert does offer a lot of living . . . . c'mon, valley residents, let's promote it!

Your inquiries are welcome.

ROYAL HAROLD (Red) WOODIN—Architectural Designer
Mountain View Circle—Joshua Tree

SKETCH OF WATERFALL NOW UNDER CONSTRUCTION IN JOSHUA TREE, CALIFORNIA

BY ROYAL HAROLD WOODIN . . . SPECIALIST IN DESERT ARCHITECTURE

WATER! WATER! WATER!

LIVE
LONGER
AND
LOVE LIVING
UNDER THE
SUN
IN

VISITORS TO JOSHUA TREE

Visitors to Joshua Tree will soon see on the Highway next to the office of HIDDEN RIVER RANCHOS this beautiful waterfall made of native rock with water cascading over granite ledges.

HIDDEN RIVER RANCHOS want all to know there are many places on the desert where water may be had in abundance.

This waterfall is a symbol that will remind all who pass through Joshua Tree that excellent water in abundance is now available in HIDDEN RIVER RANCHOS.

For the discovery of HIDDEN RIVER was made just two miles north of Joshua Tree in HIDDEN RIVER RANCHOS.

HIDDEN RIVER

HIDDEN RIVER is said to originate up north in the mountain passes of the High Sierras. It is a flowing stream that swirls among the great rocks and boulders over six hundred feet below the desert floor.

The first well drilled by HIDDEN RIVER RANCHOS went to a depth of six hundred and fifteen feet into Hidden River and has a capacity of one hundred thousand gallons daily. Additional wells will be drilled as required.

The quality of HIDDEN RIVER water is so excellent we plan to bottle it. The combination of an abundance of pure, delicious water, a delightful summer and winter climate, at nearly three thousand feet elevation, that is just about perfect, make Joshua Tree and HIDDEN RIVER RANCHOS truly the ideal of those seeking the best in luxury desert living.

HIDDEN RIVER RANCHOS

"All Year Luxury Desert Living"

Developers--- LAS CASITAS CORPORATION ---Builders

Joshua Tree, California

GUIDE to DESERT REAL ESTATE

Land of Sunshine & Pure Air

SUN-WARMED WINTERS
COOL, MOUNTAIN-AIR SUMMERS

ACREAGE & RESIDENTIAL LOTS
WATER-ELECTRICITY-PAVED ROADS

Relaxation-Recreation

Modern VILLAGES - SCHOOLS
SHOPPING CENTERS

NEW ROAD TO BIG BEAR LAKE
VICTORVILLE HIGHWAY
PIPES CANYON
RECHE'S WELL
GIANT ROCK AIRPORT
BOO
SURPRISE SPRING
NEW HORIZONS
PIONEERTOWN
"WHERE THE OLD WEST LIVES AGAIN"
YUCCA MESA
HIDDEN RIVER RANCHOS
"K" FIELD
SUN FAIR
"TURKEY LAND"
SUN MESA
PARADISE VALLEY
JOSHUA TREE
TOWN SITE
WHITE HORN RANCH
YUCCA ACRES
Yucca Corral Acres
YUCCA VALLEY
"Queen of the Desert"
Palm Wells
TOWNSITE TRACT
MORONGO VALLEY
MORONGO HIGHLANDS
"Western Gateway to Joshua Tree National Monument"
JOSHUA TREE NATIONAL MONUMENT
HIDDEN VALLEY
KEY'S VIEW
SPLIT ROCK
INDIAN COVE
SMOKE TREE
TWENTYNINE PALMS
Eastern Gateway to JOSHUA TREE NATIONAL MONUMENT
OASIS of MARA
OASIS TRACT
PALM VISTA
HANSOM TRACT
FOUR CORNERS
To Dale
To Amboy
SUN MORE
PLAZA and POST OFFICE
PLAZA HEIGHTS
ADOBE HEIGHTS
ADOBE ACRES
LAZY JOE ACRES
SMOKE TREE MESA
NICHOLSON
HARMONY ACRES
CHOCOLATE DROP HILL
AIRPORT
UP MO'TH
W
E
S
MT. SAN GORGONIO
ELEVATION 11,485 FT.
DEVIL'S GARDEN
TO BANNING — LOS ANGELES
WHITEWATER
29 PALMS HIGHWAY
DESERT HOT SPRINGS
HIGHWAY 99
PALM SPRINGS
Mt. SAN JACINTO
ELEVATION 10,805 FT.
To INDIO

LEGEND

The above map shows the JOSHUA MONUMENT DESERT, Southern California's newest residential area, boasting the West's most delightful desert climate. At an average elevation of three thousand feet, we have a dry atmosphere, free of "smog" and dampness, with cool summers and pleasant winters.

Situated on a plateau surrounded by high, snow-capped mountain ranges, and forested with unique Joshua Trees and Yuccas, this Desert area is unquestionably the most beautiful one in the Southwest.

Because of the dry, fresh air, many persons have come here for their health. Arthritics, asthmatics and others suffering from lung and bone trouble have found relief in this amazing climate.

Accommodations are available for those who are interested in looking over properties and possible building plans. For information concerning the West's most livable desert area contact Royal Harold (Red) Woodin, Architectural Designer—Mountain View Circle, Joshua Tree, California.

KIRK MARTIN

The Joshua Journal — *Your Desert Advertiser*